

VZCZCXRO3801
RR RUEHBZ RUEH DU RUEHJO RUEHMR RUEHRN
DE RUEHDR #0236 0991359
ZNR UUUUU ZZH
R 091359Z APR 09
FM AMEMBASSY DAR ES SALAAM
TO RUEHC/SECSTATE WASHDC 8405
INFO RUCNSAD/SOUTHERN AF DEVELOPMENT COMMUNITY COLLECTIVE
RUEHJB/AMEMBASSY BUJUMBURA 2859
RUEHKM/AMEMBASSY KAMPALA 3382
RUEHLGB/AMEMBASSY KIGALI 1308
RUEHDJ/AMEMBASSY DJIBOUTI 0009
RUEH KI/AMEMBASSY KINSHASA 0312
RUEHNR/AMEMBASSY NAIROBI 1228
RUEHDS/USMISSION USAU ADDIS ABABA
RHMFISS/CDR USAFRICOM STUTTGART GE
RHMFIUU/CJTF HOA//J3

UNCLAS DAR ES SALAAM 000236

SIPDIS

DEPARTMENT FOR AF/E JLIDDLE

E.O. 12958: N/A

TAGS: [MMAR](#) [PGOV](#) [TZ](#)

SUBJECT: U.S. MISSION TANZANIA RE-BRANDS CJTF-HOA
CIVIL & HUMANITARIAN AFFAIRS PROJECTS AS "AFRICOM"

¶1. U.S. Mission Tanzania is re-branding all Combined Joint Task Force - Horn of Africa (CJTF-HOA) projects as "AFRICOM." The Mission has worked diligently over the past three years to brand all USG assistance in Tanzania as "from the American people." We also denote the particular agency or implementing partner as appropriate, without over-complicating our signage. The decision to replace "CJTF-HOA" with "AFRICOM" in our messaging aims to improve AFRICOM's image in Tanzania by associating that name with all the contributions made here by DoD's highly effective civil & humanitarian teams.

¶2. In March 30-April 1, 2009 discussions, the top leadership and communication staff at CJTF-HOA's Camp Lemonnier headquarters approved our proposed shift in messaging. Since CJTF-HOA falls under the leadership of AFRICOM, this change is more accurate. "Combined Joint Task Force-Horn of Africa" is a confusing and somewhat menacing name for Tanzanians ("Horn of Africa? So what are you doing here? We are nowhere near the Horn of Africa." - "Combined Joint Task Force? To do what to whom?"). "AFRICOM" is a simpler and more straight forward label for DoD's good works in Tanzania. This messaging change assists us in establishing positive connotations for AFRICOM in the minds of Tanzania's civilian and military leadership, the media and the Tanzanian public.

¶3. We have repeatedly pushed back on the negative views (or paranoid fantasies) concerning AFRICOM proffered by certain opinion leaders who ardently oppose the USG in general and the U.S. military in particular. These old-school (but still influential) opinion leaders (chiefly older academics, political dinosaurs and aging journalists all stuck in 1970's style third world radicalism) have seen their influence decline as a rising generation, led by President Kikwete, forges close cooperation with the USG and the U.S. military. This branding change supports the rising generation of pro-U.S. leadership by associating all the highly popular work of DoD's civil & humanitarian affairs teams with the name "AFRICOM," thereby undermining the sinister connotations that the anti-U.S. crowd asserts. By stressing the positive contributions that AFRICOM is making through CJTF-HOA's humanitarian and military engagement (septel), Tanzanians will see that the goal of AFRICOM is to help Tanzanians develop prosperous, just and secure communities, not to militarize USG policy in Africa, as the AFRICOM detractors maintain. We believe that this change makes sense for Tanzania. We believe it is worthy of consideration by other U.S. Missions in CJTF-HOA's area of operations.

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